



New Horizons

1965 - 1994

THE ERA OF ENTERPRISE.

For humanity, it was a time of giant leaps; from the moon landing to the World Wide Web. But Bauer Media was busy making leaps of its own too; across markets and international borders.

Big Deal: 1966

Bauer Media becomes the largest German magazine publisher after acquiring a variety of titles, including "Quick" and "Revue".

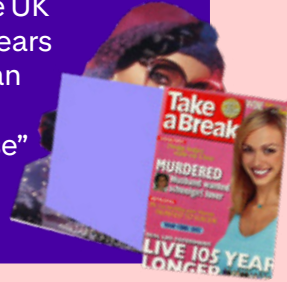


Making the Call: 1973

Motorola executive Martin Cooper makes the first-ever handheld mobile phone call from a public street in New York. Even though it would take another decade for commercial mobile phones to reach consumers, the moment sets the stage for a new era in communication.

Read and Chill: 1990

The successful women's magazine "Take a Break" is launched on the UK market. Three years later, the German version called "Mach mal Pause" makes its debut.



New Kid on the Block: 1968

Bauer Media, the number one in the consumer magazine market, continues to expand: the youth magazine "Bravo" joins the portfolio.

Expanding: 1980s

The company continues its expansion course to various publishing markets, including France, Spain, UK, Poland, and the United States. The decade also sees big magazine launches, including "auf einen Blick", "Das Neue", "Maxi France", and "Woman's World", the first weekly US women's magazine.



Turn on the TV: 1992

Bauer Media takes an initial 24 per cent stake in the commercial television channel "RTL II".

Birth of a Symbol: 1972

Computer engineer Ray Tomlinson develops the first system for sending electronic mail over a network, using the symbol @. The breakthrough lays the foundation for the global email system we rely on today, fundamentally changing how people connect and share information across the world.

Printing Power: 1993

The company lays the foundation for a new offset printing centre in Barleben near Magdeburg, Germany. The same year, the programme guide "Tele Tydzień" and the women's magazine "Świat Kobiety" are launched in Poland.

Local Listen: 1986

Bauer Media acquires 25 per cent of the shares in the capital of the private radio station "Radio Hamburg".

Radio.com: 1993

The launch of the world's first internet radio station is a pivotal moment in online broadcasting.

1875 - 1904

1905 - 1934

1935 - 1964

1965 - 1994

1995 - 2024

2025+